

## LISTING OF CLAIMS

1. (Currently amended) A method for facilitating an exchange of a service or tangible, non-monetary asset for use in an event for ~~[[a]]~~ two or more sponsorship opportunit~~[[y]]~~ies at the event, the method comprising:

recording a request for at least one service or tangible, non-monetary asset for use in an event to be attended by a plurality of attendees, the request having a fulfillment cost related to the event, wherein the request is received using a computing device;

receiving at the computing device a sponsorship offer comprising two or more sponsorship opportunities selected from a plurality of sponsorship opportunities available at the event, the two or more sponsorship opportunities to be given to a provider of the requested service or tangible, non-monetary asset to defray at least a portion of the fulfillment cost of the requested service or tangible, non-monetary asset, wherein at least one of the two or more sponsorship opportunities comprises branding a tangible item distributed to the event attendees;

using the computing device to associate the request with ~~[[a]]~~ the sponsorship offer ~~comprising a sponsorship opportunity for a provider of the service or tangible, non-monetary asset at the event, the sponsorship opportunity to at least partially defray the fulfillment cost of the request;~~ and

making the request and the associated sponsorship offer available to one or more potential providers of the requested service or tangible, non-monetary asset using the computing device, the request and associated sponsorship offer indicating each of the at least one service or tangible, non-monetary asset, the two or more sponsorship opportunities available at the event, and the portion of the fulfillment cost of the at least one service or tangible, non-monetary asset to be defrayed by the two or more sponsorship opportunities.

2. (Canceled).

3. (Currently amended) The method of claim 1, wherein the sponsorship offer presented to the event owner is ~~[[a]] configurable sponsorship offer~~ and capable of being modified by ~~[[the]]~~ an event owner.

4. (Previously presented) The method of claim 3, further comprising receiving a modification of the sponsorship offer from the event owner.

5. (Currently amended) The method of claim 4, wherein the modification of the sponsorship offer determines a portion of the fulfillment cost of the ~~request~~ at least one service or tangible asset defrayed by ~~[[the]]~~ two or more sponsorship opportunit~~[[y]]ies~~.

6. (Currently amended) The method of claim 4, wherein the modification of the sponsorship offer relates to ~~[[a]]~~ the two or more sponsorship opportunities to be exposure given to the provider of the requested service or tangible, non-monetary asset at the event.

7. (Previously presented) The method of claim 1, further comprising identifying a provider capable of providing the requested service or tangible, non-monetary asset.

8. (Previously presented) The method of claim 7, further comprising transmitting the request and associated sponsorship offer to the identified provider.

9. (Previously presented) The method of claim 8, further comprising receiving an acceptance of the request and associated sponsorship offer from the identified provider.

10. (Previously presented) The method of claim 8, further comprising receiving a counteroffer to the request and associated sponsorship offer from the identified provider.

11. (Currently amended) The method of claim 10, wherein the counteroffer modifies ~~[[a]]~~ the portion of the fulfillment cost of the request to be defrayed by the two or more sponsorship opportunit~~[[y]]~~ies.

12. (Currently amended) The method of claim 10, wherein the counteroffer modifies ~~[[a]]~~ one or more of the sponsorship ~~exposure~~ opportunities to be given to the ~~identified~~ provider of the requested service or tangible, non-monetary asset at the event.

13. (Currently amended) The method of claim 1, further comprising presenting a catalog of non-monetary assets and/or services to ~~[[the]]~~ an event owner to assist the event owner in recording the request for the at least one service or tangible, non-monetary asset for use in putting on the event.

14-15. (Canceled).

16. (Currently amended) A system for facilitating an exchange of a service or tangible, non-monetary asset for use in an event to be attended by a plurality of attendees for ~~[[a]]~~ two or more sponsorship opportunit~~[[y]]~~ies at the event, comprising:

an agent server communicatively coupled to a network; and

a request database communicatively coupled to the agent server and comprising a catalog of a plurality of services and/or tangible, non-monetary assets available for use in an event, each of the plurality of services and/or tangible, non-monetary assets in the catalog having a respective fulfillment cost related to the event,

wherein the agent server is configured to present the catalog to an event owner and is configured to receive a request from the event owner for a service or tangible, non-monetary asset selected from the catalog over the network, wherein the agent server is configured to associate the request with a sponsorship offer comprising two or more ~~[[a]]~~ sponsorship opportunit~~[[y]]~~ies to be given to a provider of the requested service or tangible, non-monetary asset at the event and a portion of the fulfillment cost of the request to be defrayed by the two or more sponsorship opportunit~~[[y]]~~ies, wherein

at least one of the two or more sponsorship opportunities comprises an opportunity to distribute tangible items to the event attendees, and

wherein the agent server is configured to make the request and the associated sponsorship offer comprising the two or more sponsorship opportunities available to one or more potential providers of the requested service or tangible, non-monetary asset over the network.

17. (Previously presented) The system of claim 16, wherein the agent server identifies a provider capable of providing the requested service or tangible, non-monetary asset.

18. (Previously presented) The system of claim 17, wherein the agent server transmits the request and associated sponsorship offer to the identified provider.

19. (Previously presented) The system of claim 18, wherein the agent server receives an acceptance of the request and associated sponsorship offer from the identified provider.

20. (Previously presented) The system of claim 18, wherein the agent server receives a counteroffer from the identified provider responsive to the request and associated sponsorship offer.

21. (Previously presented) The system of claim 20, wherein the agent server is to accept the counteroffer.

22. (Previously presented) The system of claim 20, wherein the agent server is to transmit the counteroffer to the event owner.

23. (Currently amended) The system of claim 20, wherein the counteroffer modifies the portion of the fulfillment cost of the requested service or tangible, non-monetary asset defrayed by the sponsorship opportunity.

24. (Currently amended) The system of claim 21, wherein the counteroffer modifies ~~[[a]]~~ the two or more sponsorship exposure opportunities to be given to the provider ~~at the event of the requested service or tangible, non-monetary asset at the event.~~

25. (Previously presented) The system of claim 16, wherein the agent server is to receive one or more bids responsive to the request and associated sponsorship offer.

26. (Previously presented) The system of claim 25, wherein the agent server is to select one of the received bids according to a predetermined criteria associated with the request.

27. (Currently amended) The system of claim 26, wherein the predetermined criteria relates to the portion of the fulfillment cost of the requested service or tangible, non-monetary asset defrayed by the sponsorship opportunity.

28. (Currently amended) The system of claim 26, wherein the predetermined criteria relates to the ~~nature of the~~ two or more sponsorship opportunit[[y]]ies ~~associated with the request.~~

29. (Currently amended) A computer-readable storage medium comprising instructions to cause a computing device to perform a method for facilitating an exchange of a service or tangible, non-monetary asset for use in an event to be attended by a plurality of attendees for two or more ~~[[a]]~~ sponsorship opportunit[[y]]ies for a provider of the requested service or tangible, non-monetary asset at the event, the method comprising:

presenting to ~~[[the]]~~ an event owner a catalog of services and/or non-monetary, tangible assets available from one or more providers for use in the event, each service and/or non-monetary tangible asset in the catalog having a respective fulfillment cost related to the event;

receiving a request for a service or non-monetary, tangible asset selected from the catalog;

associating ~~[[a]]~~ two or more sponsorship opportunit[[y]]ies to be given to the provider of the requested service or non-monetary, tangible asset, the two or more related to the event with the request sponsorship opportunit[[y]]ies to defray at least a portion of the fulfillment cost of the request, wherein one of the two or more sponsorship opportunities comprises one of an opportunity to distribute a tangible item to the event attendees and branding a tangible item distributed to the event attendees; and

transmitting the request and associated sponsorship opportunity identifying the two or more sponsorship opportunities and the portion of fulfillment cost to be defrayed by the two or more sponsorship opportunities to a provider capable of providing the requested service or non-monetary, tangible asset for the event.

30. (Previously presented) The computer-readable storage medium of claim 29, the method further comprising:

receiving a plurality of bids from one or more providers capable of providing the requested service or non-monetary, tangible asset for the event in response to the transmitting; and

selecting one of the plurality of bids as a winning bid, wherein the selection is based on a predetermined criteria associated with the sponsorship request.